

LEAD RETRIEVAL ORDER FORM



STAR EXPO 2007
Bayside Expo Center
Boston, MA
May 1, 2007



Submit order to: Trade Show Leads
8123 Hickory Drive ~ Urbandale, IA 50322
FAX: 515-334-0154 PHONE: 515-276-6911

Lead Retrieval Equipment	If ordered by: March 30, 2007	If ordered after: March 30, 2007	Quantity	Total Price
TS Leads Complete System includes scanner and printer. Select this option if you want your leads on paper as well as an electronic version of them at the end of the show. Electricity required: <1amp, 110V.	\$340.00	\$370.00		
TS Leads Complete Wireless Setup Select this option if you would like your sales people to be mobile and still have a print out! Electricity required: <1amp, 110V.	\$375.00	\$415.00		
TS Leads Anywhere Scanner Battery operated hand-held scanner that fits in your pocket! Leads delivered electronically at the end of the show.	\$245.00	\$275.00		
TS Lead Print System includes scanner and printer. Select this option if you just want a paper copy of your leads and qualifiers. Electricity required: <1amp, 110V.	\$245.00	\$275.00		
TS Leads Network This exciting option offers multiple scanners <i>wirelessly</i> connected to a printer (2 scanners Included, or add as many as you like below!). Capture lead data anywhere within 300 feet of your booth without needing to be attached! Data delivered electronically at the end of the show. Electricity required: <1amp, 110V.	\$495.00	\$525.00		
Additional Scanner(s) (add on only) Track productivity and motivate your sales people by giving each one a scanner! Add this option to any of the products list above and give everyone flexibility.	\$150.00	\$175.00		
Delivery, Setup and Training: TSL will set up the equipment and train all staff.	\$95.00	\$125.00		
Personalized Action Codes: Create action codes specific to your company's needs.	\$65.00	\$95.00		
Additional Rolls of Paper: Each roll records approximately 100 leads.	\$17.00	\$22.00		
Accounting Use ONLY Auth/Check #:				Subtotal:
	Confirmation of Pick-up			
Exhibitor Information			Grand Total:	

Company Name: _____ Booth #: _____

Contact Name: _____ On-Site Cell Phone #: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____ Fax: _____

E-Mail (Leads will be sent to this e-mail address, if applicable): _____

Payment Information

☐ VISA ☐ AMERICAN EXPRESS ☐ MASTERCARD ☐ DISCOVER ☐ CHECK (Make payable to TSL)

Credit Card Number: _____ Exp. Date: _____

Card Holder Sign Here: **X** _____ Card Holder Name: _____

Card Holder Address _____ City _____ State _____ Zip _____

By signing this document you authorize TSL to charge your credit card. If you do not receive an electronic confirmation of your order within 2 business days, please contact us immediately to verify that we have received your order.

Terms & Conditions

All equipment ordered must be picked up at the service desk prior to the start of the show, unless you have ordered Delivery & Setup. Failure to pick up equipment does not entitle you to a refund. All equipment must be returned to the service desk within 1 hour of the close of the show to avoid additional charges. A non-refundable charge of \$1500.00 will be applied for equipment not returned to TSL at the close of the show. **There is a \$75 fee for all cancellations. All cancellations must be submitted in writing 48 hours prior to the start of the show and there are no cancellations or refunds after this time. There is no refund on paper.**

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TS Leads Complete



TSLeads Anywhere Scanner



TS Leads Network



One of the most important decisions you will make in your planning for exhibiting is how you will record a prospective customer's information. The way in which you plan to record this important information may determine the manner in which these very lucrative sales leads are handled after the show.

Show Management has decided to provide attendee with a badge that will allow every exhibitor to capture this important information electronically in their booth. By taking a moment to look over the enclosed information you can assure yourself the method you select to take leads at this year's expo will be the best method based on your needs.

The basic unit available for rent is a scanner/reader. This reader can be used by itself or attached to a printer. In its simplest form, the exhibitor aims the code reader at the barcode on the attendees badge and the name and company information of the attendee is captured by the reader and/or printed on paper. The exhibitor may also choose to aim the barcode reader at a sheet of paper where pre-programmed "Action Codes" (Example: Call Immediately, Send Samples, Send Literature) are stored and then printed or saved with each record. In addition, you may choose to personalize these "Action Codes" to reflect your own qualifying needs by adding custom phrases such as a model number or specific product name.

TRADE SHOW LEADS is providing a system with options which take in to consideration the various needs and capabilities of all exhibitors. By selecting the **TS Leads Anywhere Scanner**, you are getting the basic scanner with your leads emailed at the end of the show. By selecting the **TS Leads Complete** you will receive a scanner attached to a printer, which will give you your leads on paper and email. Upgrade the Leads Complete to wireless mode for a small fee. In wireless mode, the hand held scanners will communicate to the printer from a distance of up to 300 feet. Feel free to move about your tradeshow booth without being concerned about cables or wires. Choose **TS Lead Print** if you want leads on paper only. **The TS Leads Network** consists of one printer, two scanners, and a Bluetooth modem that allows data to be transmitted wirelessly to the printer with leads via email at the end of the show. Add as many **scanners** to the **TS Leads Network** as you want.

If you have any questions concerning any of the products or services being offered for lead collection please feel free to call us at 515-276-6911. We will make certain your questions are answered promptly.

Order Early and take advantage of the preshow discount!
Deadline date for discount is March 30, 2007

ACTION CODE CUSTOMIZATION TEMPLATE

Customize your list of prospect qualifiers to standardize your sales effort and more effectively communicate qualifying information to your sales force in the field or home office.

Simply scan the attendee badge with the handheld scanner and then scan the appropriate bar code below the desired action code.

The following is a list of the standard action codes:

- ADD TO MAILING LIST
- CURRENT CUSTOMER
- DISTRIBUTOR
- HAS PURCHASING AUTHORITY
- HAVE SALES REP CALL
- HOT LEAD!
- INQUIRY ONLY
- INTERESTED BUYER
- OEM
- PRODUCT A
- PRODUCT B
- PRODUCT C
- PRODUCT D
- PRODUCT E
- PRODUCT F
- SCHEDULE DEMONSTRATION
- SEND LITERATURE
- SEND PRICING INFO
- VAR
- WANTS PRESENTATION



Please list below your custom action codes. These custom codes will be ready for you when you pick up your reader at the show. (Please type or print legibly, maximum 35 characters per code.)

> Company Name: _

> Show Name: _____

> Booth Number: _____

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

10 _____

11 _____

12 _____

13 _____

14 _____

15 _____

16 _____

17 _____

18 _____

19 _____

20 _____